

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1-3. (Cancelled)

4. (Previously Presented) A method of scheduling and paying for advertising comprising:

booking a advertising segment with an advertising agency, said booking comprising determining time, network, pricing and commission parameters for said advertising segment;

Establishing an account with a clearinghouse, said clearinghouse determining if the advertising segment actually aired at the specified time by automatically detecting a code on the advertising segment and verifying security of said code; and

said clearinghouse automatically authorizing payment if said advertising segment played at the specified time and automatically authorizing an error resolution procedure if the advertising segment played at other than the specified time

wherein said security comprises information on the advertising segment correlated with content of the advertising segment, and

wherein said information correlated with the advertisement comprises information indicative of an average brightness of at least part of the advertising segment.